

SELLING points

December 2010 Vol. 11, No. 6

MONTHLY RETAILER NEWSLETTER

SECRETS TO SUCCESS REVEALED!

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: Holiday Cash Add-A-Play is on sale now! Give a Little Jingle!

South Carolina Education Lottery

Dear Lottery Retailers:

Happy Holidays! Can you believe the year is almost over? It seems just yesterday we were welcoming Mega Millions® to the family of lottery games. All of us at the South Carolina Education Lottery (SCEL) appreciate your efforts in 2010 to sell the lottery products which raise the funds that support education in South Carolina.

I'm curious. Have you thought about any resolutions for the New Year? I have been considering what my resolutions for 2011 will be. First, I resolve to encourage more open communication between you, our retail partners, and the Lottery. If you have any questions, concerns or would just like to chat, please feel free to give me or any member of our team a phone call or send an email. Your feedback is vital to our success, and besides, speaking to you is always a pleasure.

Second, I resolve to start each day with a restless eagerness to increase customer satisfaction and player participation which will enhance our collective bottom lines. I hope you will adopt these goals with me. After all, these objectives are what the Lottery is about – raising additional dollars to benefit South Carolina's students while enhancing your profitability.

This New Year's holiday, please join me in committing to these resolutions. I am encouraging the entire SCEL staff to keep these resolutions as well. I wish you and yours all the blessings of the Season and a happy, and profitable, New Year!

Sincerely,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

Stolen/Missing/Extra Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



RETAILER SPOTLIGHT

BARNHILL GROCERY

Gable, SC

By Elijah Washington, Midlands MSR

Did you know **Barnhill Grocery** in Gable was one of the first locations to sell a lottery ticket in the state?

The location is celebrating eight and a half years of partnership with the Lottery and credits much of its success and longevity as a lottery retailer to the excellent customer service **Barnhill Grocery's** staff provides lottery players.

Owners Atul Patel and Bela Patel work together to make sure their lottery customers receive the excellent customer service and attention they deserve. Bela makes a point to get to know customers personally, asking players about their day and family. Building relationships with customers is important when selling lottery tickets. Bela wants customers to return to the location for all of their lottery needs.

The staff at **Barnhill Grocery** also asks for the sale and will even help players select which tickets they would like to play. The location works hard to create a caring atmosphere.



Atul Patel of Barnhill Grocery credits the location's excellent customer service for encouraging players to return.

Barnhill Grocery carries a full selection of instant lottery tickets, 48 games for players to choose from. Their warm and friendly customer service has helped them maintain a strong lottery player base.

If you find yourself traveling to Myrtle Beach on Highway 301 or to Kingstree on Highway 527, stop at the intersection in Gable and pay **Barnhill Grocery** a visit. The service is impeccable.

Selling Points

The staff at Barnhill Grocery also asks for the sale and will even help players select which tickets they would like to play.



One Smart Stop in Rock Hill sold a top prize winning Instant Carolina 5 ticket. Thienvi Huynh accepts the oversized check for \$1,470.59.



The wheel was spinning at **KA & VE LLC** in St. George. Lynn took time out from selling lottery tickets to check out the action outside.



The Power Tour Promotion Team stopped at **Edisto Express** in Jacksonboro for wheel spins and fun! Manager Grace encouraged players to make the required lottery purchase to "Win With a Spin!"

YOU CAN INCREASE YOUR LOTTERY SALES.

Don't know where to start?
Here are **3 EASY STEPS** you
can take today to see an
uptick in your sales.

BEST PRACTICES

By Holli Armstrong, Publications Copywriter

Don't believe it's that simple?
Ask Sam Patel. He owns **Sam's Corner** in
Spartanburg, and like you, he wanted to
find a way to make more money selling
lottery tickets. Now, he is the number one
retailer in Spartanburg. He was kind
enough to school us in how he did it.



ONE

KEEP YOUR TICKET DISPENSER FULLY STOCKED

Sam Patel knows how to make a statement. He works hard at it. After all, keeping 60 instant ticket slots full is a challenge. Yes, Patel keeps all 60 slots stocked! He understands customers can't buy what they can't see. The customers at Sam's Corner are seeing and buying lottery tickets. His sales have increased \$2,000 a month from last year.

If he can keep his slots full, so can you.

TWO

ASK FOR THE SALE

Patel credits his success in the retail industry to the 14 years he spent as a manager at Burger King. The "Would you like to supersize that?" philosophy translates nicely when selling lottery tickets.

"I'm not afraid to ask," Patel said. "When I offer my customers a new ticket or ask them if they would like a Powerball® or Mega Millions® ticket, they usually say 'yes.' You just have to ask."

That's worth repeating: "You just have to ask." Give it a try.



THREE

PROMOTE WINNERS

Patel has found nothing helps sell tickets quite like evidence you're a lucky store. To prove it, he keeps a stack of winning tickets he's cashed handy. In fact, Patel likes to spread these winning tickets around his counter in front of the dispenser. Winning tickets also make great conversation starters. Announcing "I just sold a \$100 winner" can turn heads and motivate customers to play.

**WE'LL SEE YOU
AT THE DECEMBER
RETAILER RALLIES**

City:

Florence
Walterboro
Charleston

Date:

Wednesday, December 1
Tuesday, December 7
Wednesday, December 8

Holiday CLOSINGS

DECEMBER:

Fri., Dec. 24: SCEL will be closed to observe the Christmas Eve holiday. Tickets must be ordered **BEFORE 5 p.m. on Thurs., Dec. 23**, for delivery on Fri., Dec. 24. **STOCK UP EARLY** for the holidays.

Sat., Dec. 25: No midday drawings will be held on Christmas Day. The Saturday evening Pick 3, Pick 4, Palmetto Cash 5 and Powerball® drawings will be held Christmas night.

Mon., Dec. 27: SCEL will be closed to observe the Christmas holiday. Retailers will **NOT** be able to order tickets.

Tues., Dec. 28: SCEL will be closed to observe the day after Christmas holiday. Retailers will **NOT** be able to order tickets.

Wed., Dec. 29: SCEL will be open. Tickets must be ordered **BEFORE 5 p.m. on Wed., Dec. 29**, for delivery on Thurs., Dec. 30.

Thurs., Dec. 30: SCEL will be open, but our delivery partner will be closed on Fri., Dec. 31. Tickets ordered on Thurs., Dec. 30 will be delivered on Mon., Jan. 3, 2011. Drawings will be held as scheduled.

Fri., Dec. 31: SCEL will be closed to observe the New Year's Day holiday. Retailers will **NOT** be able to order tickets. Drawings will be held as scheduled.

JANUARY:

Mon., Jan. 3: SCEL will be open.

Mon., Jan. 17: SCEL will be closed to observe the Martin Luther King Jr. holiday. Retailers will **NOT** be able to order tickets.

**GREENVILLE AND MT. PLEASANT
CLAIMS CENTERS ARE CLOSING**

By VIVI Simons, Publications Manager

The difficult decision was made recently to close two SCEL claims centers. On Friday, January 14, 2011, the claims centers in Greenville and Mt. Pleasant will close.

While the Lottery has always been run in a fiscally conservative manner, the current economic conditions of the state and, indeed, the nation, played a major part in the decision making process. In a time of shrinking tax-based revenues, SCEL has an ethical obligation to maximize the revenue returned to the state to supplement educational funding. As families and businesses have learned, tough times require difficult decisions.

A player who wins an amount greater than \$500 up to and including \$100,000 will have two options for redeeming the ticket: 1) mail the ticket to the address found on the back of the ticket or 2) drive to the Columbia Claims Center. For a ticket winning an amount in excess of \$100,000, the winner must come in person to the Columbia Claims Center to redeem the ticket.

Please repeatedly remind players that the Columbia Claims Center is open from 8:30 a.m. to 5 p.m., except on state holidays which are listed on the website, SCEducationLottery.com. Players should arrive by 4 in the afternoon to allow time for the verification process.

What can a retailer do to minimize player inconvenience? Redeeming winning tickets up to and including \$500 as required by the Retailer Contract will ensure lower-tier prize claims are paid expeditiously. With these closings, players who were accustomed to going to a claims center will quickly learn to patronize retailers who willingly and cheerfully redeem winning tickets.



HERE'S A TIP WORTH TRYING: Daniel Easterday from **Stop and Go 1** on E. North St. in **Greenville** posts his winning **ADD-A-PLAY** tickets to promote sales! He even circles the prize on the winning tickets before hanging them up. Now that's a great way to show your store has winners!

**HOLIDAY CASH ADD-A-PLAY
ON SALE NOW**

By Christine Green, Product Manager

Add-A-Play is back with a new theme just in time for the holiday season. **Holiday Cash Add-A-Play** is fun and easy to play. Get three "tree" symbols in any vertical, horizontal, or diagonal line, and win the prize indicated. Players will have a chance to win from \$2 to \$100 instantly! Players can add up to five plays to their Pick 3, Pick 4, and Palmetto Cash 5 tickets for \$1 per play.

WINNERS' board

Instant Games!

Pick 3

Pick 4

Cash 5

Add-A-Play

MEGA MILLIONS

POWERBALL

\$600

Mega Millions®



Dorothy Smith – Irmo

Purchased from
Kroger #448 – Columbia

\$1,200

Palmetto Cash 5



Larry Oliver – Pendleton

Purchased from Tiger
Qwik Mart – Clemson

\$5,000

Pick 4



Caleb Brown – Beaufort

Purchased from
The Corner Store – Beaufort

\$600

Palmetto Cash 5



Kathy Jones – Conway

Purchased from Sunhouse
Petroleum #2 – Conway

\$1,000

Pick 3



Dean Stevens – McCormick

Purchased from
Corner Store – Plum Branch

\$1,000

In The Money



Wayne Bishop – Islandton

Purchased from Kangaroo
Express #788 – Summerville



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.